THE POSITIVE IMPACT OF INFORMATION QUALITY, WORD-OF-MOUTH INTENTIONS, AND TRUST TOWARDS CUSTOMER SATISFACTION OF MOBILE BANKING SERVICES OF BANK C IN THAILAND

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ABSTRACT

The researchers investigated the positive impact of information quality, word-of-mouth intentions, and trust towards customer satisfaction of mobile banking services of Bank C in Thailand. The 337 usable questionnaires had been collected for the period of 3 months, starting from October to December 2013 and were analyzed with the multiple regression analysis. The results showed that the respondents mostly were females at the age of 30-39 years old graduated with bachelor's degrees working in private companies with the average income over 30,001 baht per month. The researchers found that the following factors, which were information quality ($\beta = 0.498$), word-of-mouth intentions ($\beta = 0.288$), and trust ($\beta = 0.139$) positively affected customer satisfaction of mobile banking services of Bank C in Thailand, at .01 level of significance:, explaining 57.3 % of the influence towards customer satisfaction.

Keywords: Information Quality, Word-of-Mouth Intentions, Trust, Customer Satisfaction, Mobile Banking Services

1. INTRODUCTION

In 2014, a new report from Juniper Research revealed that over 2 billion mobile phone or tablet users would make some form of mobile commerce transaction by the end of 2017 [1]. Many of desktop users have migrated to use mobile commerce services through their smartphones or tablets. In developed countries, mobile commerce services would account for more than half of online transaction including banking, money transfer, purchases of goods and services, within five years [1]. While contactless payments had not yet gain popularity outside Japan and South Korea, Apple Pay with NFC and mobile wallets for savings and micro-insurance might gain true momentum [1]. Additionally, there has been a potential of social networks in increasing mobile commerce adoption. According to Dr. Windsor Holden, brands and retailers should certainly seek to integrate their offerings with players such as Facebook and FourSquare in order to target specific user demographics [1]. Past literature pointed out that customers might not trust mobile services because they concerned about the services' transaction safety

especially the users in developing countries like Iran or Thailand [2] [3, 4]. Even though there has been technological progresses and increased accessibility of mobile services in these countries, the number of users does not match experts' expectations [2]. Moreover, several researchers pointed out that "the use of mobile phones to conduct banking transactions and access financial information has not as widespread" [2, 5, 6]. In the context of m-banking, if customers believe that the technologies that are being used are reliable and trustworthy, and then they will be more likely to evaluate overall services favorably, which in turn lead toward better user satisfaction [7]. In Thailand, the mobile users increased from around 93 million in 2013 to around 98 million in 2014 (out of the total population of 67.2 million [8]), showing a mobile penetration rate of 5% in one year [9]. The market shares of the three major mobile network operators in Thailand are AIS group 47%, DTAC group 29%, and True Mobile Group 24%. There are 7 major banks providing mobile banking services in Thailand: Kasikorn Bank, Thai Military Bank, Siam Commercial Bank, Bank of Ayudhya, Standard Chartered Bank, Krung Thai Bank, and Bangkok Bank [4]. Kasikorn Bank, using K-Mobile Banking Plus as a collaborative strategy with DTAC, AIS, Samart i-Mobile, HTC Corporation, and Telephone Organization of Thailand (TOT), has made Kasikorn Bank the leader of mobile banking service providers in Thailand with 1.4 million mobile banking accounts [4]. Nevertheless, there are still problems in interoperability issues and lack of technology standards in the mobile banking systems. The move towards the digital economy needs technology standards for mobile banking services to "achieve technical and data content compatibility for multifunctional capabilities" [2, 4]. While m-banking increasingly plays major roles in bringing financial services to the mobile users of these developing regions, the effect of individual and social factors in overcoming consumer satisfaction of m-banking seems to be a research gap in this area which needs to be taken into consideration [7]. Therefore, the researchers of this paper investigated the positive impact of information quality, word-of-mouth intentions, and trust towards customer satisfaction of mobile banking services of Bank C in Thailand.

2. LITERATURE REVIEW

Mobile banking, one of the recent technological innovations in the financial services, empower consumers to complete financial transactions through mobile or handheld devices [2]. Banking is an organization with different levels of users and requirements of information [10]. While research on user satisfaction is a relational variable that has been studied in the context of m-commerce, research on m-banking is scarce. DeLone and McLone defined "User Satisfaction" as an important means of measuring our customers' opinions of an e-commerce system [11]. User satisfaction implies fulfilling expectations and positive affective state based on the result of maintaining the relation in case of mobile banking [3, 11-13]. Word-of-mouth (WOM) intentions refer to potential efforts to exchange direct and indirect experiences with products and services in a casual manner [14]. WOM behaviors may be extended from offline to online environments through the Internet. Then, online WOM intentions are consumers' experiences and views shared through written words based on internet technologies [3, 15]. There are numerous researches emphasized the significance of satisfaction and WOM variables [12, 16, 17]. Additionally, information quality is defined as the latest, accurate, and complete information provided by a web site to its users [3]. It also reflects information relevancy, sufficiency, and currency [18]. Users access m-banking to promptly acquire information on their account balance and payment. If the information is irrelevant, insufficient, inaccurate or out-of-date, users may wonder whether banking "service providers have enough ability, integrity, and benevolence to provide quality information to them" [18]. Lin, Wu, & Chang presented information quality has been one of the critical factors affected online customer satisfaction in Taiwan [13]. Furthermore, due to the high perceived risk, building users' trust would contribute to their satisfaction of m-banking. Trust defined as "a willingness to be in vulnerability based on the positive expectation toward another party's future behavior" [18, 19]. Trust usually includes three beliefs: ability, integrity and benevolence [20]. Ability refers to the knowledge and ability of service providers to necessary fulfill their tasks [18]. Integrity defines as promises of service providers not deceiving users [18]. Benevolence reveals "that service providers are concerned with users' interests, not just their own benefits" [18]. Masrek et al., involving 312 of m-banking consumers in Malaysia, found that trust has positive relationship with m-banking satisfaction [7]. Thus, the research hypothesized the positive impact of information quality, word-of-mouth intentions, and trust towards customer satisfaction of mobile banking services of Bank C in Thailand.

3. RESEARCH METHODOLOGY AND FINDINGS

The target population was existing mobile banking customers of Bank C in Jom Thong and Ratchaburana Districts, Bangkok. The sample of the population was calculated using G*Power 3.1.7 [21] [22] from the pilot test of 40 questionnaires with the Power (1- β error probability) of 0.9, alpha error probability of 0.1, the number of tested predictors of 3, and the total number of predictors of 3, the direct partial R square of 0.0396, the effect size of 0.0412, resulted in the minimum collection of 290 usable questionnaires. Nevertheless, a total of 337 questionnaires was collected during October to December of 2013 and analyzed with multiple regression analysis. A survey questionnaire assessing the constructs in the current study was developed from published scales of previous research as stated in the literature review. All of the scales were measured on a 5-point Likert scale, ranging from 1 = strongly disagree to 5 = strongly agree. In this study, the psychometric properties of the instrument were utilized for checking reliability and construct validity. The alpha coefficients of the reliability analysis ranged from .80 to .85 indicating that all of the scales were acceptable [23]. Construct validity was assessed by principal component analysis.

The results showed that the respondents mostly were females at the age of 30-39 years old graduated with bachelor's degrees working in private companies with the average income over 30,001 baht per month. The researchers found that the following factors, which were information quality, word-of-mouth intentions, and trust positively affected customer satisfaction of mobile banking services of Bank C in Thailand, at .01 level of significance, explaining 57.3 % of the influence towards customer satisfaction. Moreover, information quality with beta coefficient of 0.498, word-of-mouth intentions with beta coefficient of 0. 288, and trust with beta coefficient of 0.139 positively influenced customer satisfaction at .01 level of significance. All results and multiple regression analysis are reported in the table 1.

One group of researchers indicates that the multicollinearity problem becomes too serious when a VIF value is equal to or higher than four [24]. For this study, VIF values are acceptable for all items studied. Hence, the hypothesis was supported. The regression analysis for identifying the influence of the independent toward the dependent variables was illustrated in figure 1.

Table 1: Multiple Regression Analysis' Results

Customer Satisfaction (mean = 4.3, S.D. = .53, C. A. = .83, r = .757, R^2 = .573)					
Ind. Var.	**Mean**	**S.D.**	**β**	**Sig.**	**VIF**
Information Quality	4.1	.57	.498**	.000	1.743
WOM Intentions	4.3	.63	.288**	.000	1.255
Trust	4.2	.54	.139**	.006	1.922

**Significance Level .01, N = 337

Figure 1: The conceptual model of the factors positively affecting customer satisfaction of mobile banking services of Bank C in Thailand
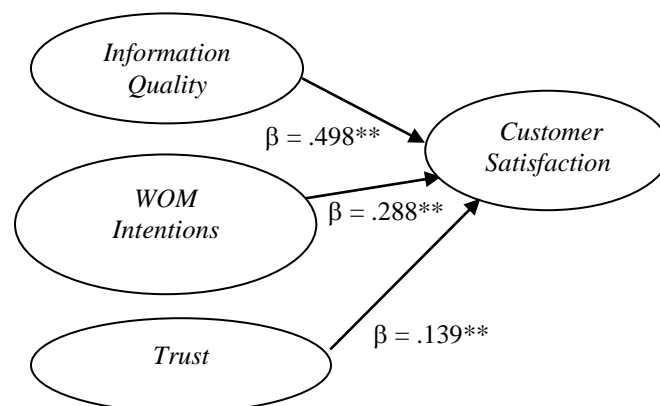
Note: Significant paths (p<.01) between constructs were reported with standardized beta weights.

4. CONCLUSION AND RECOMMENDATION

While over 2 billion mobile phone and tablet users around the world would make m-commerce transactions by the end of 2017, the uses in developing countries like Thailand or Iran might not trust mobile services because they might concern about services' transaction safety especially m-banking transactions. While AIS is the leader of mobile network operator in Thailand, Kasikorn Bank is the major player in mobile banking service providers. Nevertheless, the problems of interoperability and the lack of technology standards in m-banking systems are still obstacles in Thailand. Therefore, the results of the research suggest that if mobile network operators along with m-banking service providers promote information quality, WOM intentions, and trust, the customers would satisfy with the services. The research results are similar to some of the past literature [3, 7, 12, 13, 16, 17], but the order of significant independent factors might be different. In Thailand, user satisfaction of

m-banking services relies on information quality, WOM intentions, and trust respectively. Despite information quality for user satisfaction, the service providers should provide accurate, useful, reliable, and sufficient to the users. For WOM intentions, the service providers should promote m-banking through both traditional and online WOM because if the existing customers can positively tell their friends and relatives about the services, the customers seem to satisfy with the services. Last but not least, the service providers should emphasize on users' trust through the services' reliabilities, promises, and commitments in order to gain user satisfaction. For future research, customer royalty, culture, innovation might be factors positively related to user satisfaction. Meditating or moderator factors should be explored. Some limitations of this research were in the followings. The data collection was from few Bank C branches and from only one bank. Future data collection can be extended to different branches of other major cities or different banks in Thailand.

5. ACKNOWLEDGEMENT

6. REFERENCES

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